



5-Ways Customer Feedback Brings You More Customers

How online reviews have a major impact in how customers trust you and then boosts your sales



Getting You Customers from Your Distinction



Creating Trust and then marketing that trust brings you customers. This is a fact. You know this because when you look for new places to do business, you seek this like the rest of us do.

The reviews and feedback your business get online are where 86% to 92% of all buyers in **ALL** markets go before making a buying decision.

This “reputation” you have online attracts more customers and clients, get’s them engaged, and differentiates you from your competitors.

By building, managing and marketing a 5-star reputation, you stand out clearly from competition, get found 73% more often, and improve your customers experience

In this guide you’ll learn:

- 1: How To Become a Market Star
- 2: How To Dominate Your Competitors
- 3: How Clarity & Exposure Brings Customer Trust & Sales
- 4: How to Boost Customer Engagement
- 5: How To Get Customers Marketing for You



Becoming a Market Star

92% of All Consumers Read Online Reviews. 68% say they trust a local business based on positive reviews

Do you believe collecting online reviews is too difficult and you may be encouraging bad reviewers?

Before you decide, you should know steadily building reviews will **get you found more often** on the first page of Google searches, increase your star rating (which translates to creating sales), and **give you instant trust** over your competitors.

Harvard Business Review found a one-star increase in Yelp rating leads to a 5-9 percent increase in revenue.

The reason your online reputation has a dramatic effect on where your business is found in the search is because...

Consumer's writing reviews about you creates endless new and good content about **why other's should buy from you.**

Google interprets this the same way, and treats you as more and more relevant and important in your market with each review.

The result of online feedback and review is more pre-sales trust by consumers searching for your type business and higher placement in search results.

You get more customers!

Benefits of Steadily Building Reviews Online

Creates instant credibility
Creates pre-sale consumer trust
Gets you more sales

More consistently found in searches
Get trusted as the market leader
Did we mention more sale?



Dominating Your Competitors

Building a steadily growing, online reputation isn't easy if you believe it's too hard.

Most business owners and CEOs believe it can't be controlled, so they put little effort into building and controlling a 5-star reputation they can market.

To be successful building, managing and marketing a 5-star online reputation requires a solid strategy.

Simply listing yourself in directories is not enough, and is not a strategy.

This won't make you dominate. The RepFluence Marketing Method is for market domination.

Your presence in directories is very important, but you must also be active in major social media.

To satisfy consumer needs, a business must also present themselves in multiple media formats.

This includes audio, video, text, publications, online advertising, and in the press.

To do all of this **requires a true, reputation marketing strategy** that's coherent (presents the same you) across all these media formats.

That's what the RepFluence Marketing Method accomplishes for your business.

Nielsen consumer surveys show online consumer reviews are the second most trusted source of brand information and messaging, 2nd only to word of mouth referrals

Benefits of a Reputation Marketing Strategy

- Builds, manages, and markets your reputation
- Markets you in video
- Markets you in social media
- Follows up with 100% of your online viewers (yes, even the ones that don't buy)
- Positions you as the market leader



Success Through Clarity

Politicians talk about transparency, and then cover up. But for you to dominate, you need clarity and transparency with potential buyers looking for you or your type services/products.

There can be no cover-up because ultimately, like the snake-oil salesman, bad business is exposed.

All business types **gain trust, authority, and market position** in the minds of potential buyers through their online reviews.

They also lose this potential by a lack of an online reputation.

A reputation marketing strategy let's you control how this reputation is built and marketed.

In our many case studies using the RepFluence Marketing System, we found time and again how **the highest converting information you can market** is that containing your reputation.

The numbers don't lie. In display advertising, for example, it's common to get a **100% to 300% increase in clickthrough** results by displaying a companies reputation.

The RepFluence Marketing Method builds the clarity and provide a company with many ways to market this transparency to bring you new and returning customers.

Your reputation drives the success.

87% said they go online to find more information about a business, even after a referral from a friend or colleague

Benefits of Displaying Your Online Reputation

- Buyers are looking for your reputation online
- They want 6 to 10 reviews before making a purchase decision
- Consumers look for your reputation even after a word of mouth referral



Sales Through Engagement

When someone says to you to engage customers more, what do you think of?

Engagement is necessary, and can be time consuming, particularly when it's not part of a marketing strategy.

Imagine how your company would be doing with no relationship with the potential buyers. It's a bleak picture, isn't it?

Often a marketing strategy involving reviews online seems scary. This is because, in the long run, regardless of how great you really are, someone is likely to write a bad review.

The RepFluence Marketing Method gives you a method to

begin the engagement automatically.

It intercepts the rare bad interactions giving you the chance to head them off before they end up in social media or on review sites.

You get the chance to solve a problem before it goes public.

You also get the chance to ask more people without any barriers to post reviews online for you.

They willingly market for you as we have found that simply asking several times **gets you 50% to 70% more 5-star reviews posted.**

More good reviews negate a single bad one every time.

[Entrepreneur Magazine noted in 2015](#) the vital importance of your online reputation, "It's a no-brainer really. Relevant, kick-ass results that direct people to the right information is bound to result in more business."

Benefits of Customer Engagement

- Your buyers know you care
- They trust you more and return
- Engaging gets them posting great reviews about you
- Solving problems keeps 95% of bad engagements from losing customers when solved quickly



Customers Marketing for You

With a proven reputation marketing strategy, you start seeing a steadily growing stream of online, 5-star reviews.

This is all done by your buyers. The customers/clients/patients and even donors that you do great business with now market for you.

Your buyers also create the marketing material you need to create videos, talk about in interviews, add to press releases, show on your sites, include in your display ads, and more.

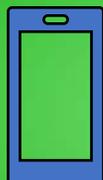
It's some of the highest ROI marketing you can possibly do online, and it's so affordable, the excuse that it's only for Fortune 500 companies is totally invalid.

Not Sure How You Can Use a Reputation Marketing Strategy?

[View the On Demand Demo Here](#)

Want More Details on the RepFluence Marketing Method?

Go to <https://thinkbigandgrowmedia.com/repfluence-marketing/special>





Getting You Customers Built on Trust

No digital strategy, whatever it may be called is worth a dime without **delivering customers to you** at a ROI you respect.

The RepFluence Marketing Method **secures trust, market position, customers and a 5-star reputation** while delivering everything you need to build, manage, and market it all.

Read more at:

<https://thinkbigandgrowmedia.com/special>



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